

Our #1 preventable cause of death

TOBACCO

Our #1 health priority

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News from the Tobacco Prevention and Control Program

Outrage at PLU and WSU

So far this summer youth have had the opportunity to attend regional "Outrage" summits at Pacific Lutheran University in Tacoma and Washington State University in Pullman. About 160 youth participated in the two events along with their FABULOUS adult advisors and chaperones. The teens learned about media literacy, organizing their group, team building, and planning activities, in addition to having lots of FUN. A third Outrage summit will be held this weekend in Bellingham.



Special thanks to George Hermosillo, Diane Evans and Samantha Yuen from the Tacoma Pierce County Health Department; Heather Siemers from Tobacco Free Thurston County; Scott Neil from Public Health Seattle King County; Sharlynn Rima, Jennifer Pollelo, and Travis Terry from the Spokane Regional Health District; Marion Ralph from the American Lung Association in Spokane; Karen Potts from Adams County; Darlene Zacherly from the Confederated Tribes of Colville Indians; and Wendy Lewis, Wendy Nakatsukasa-Ono and Kirsten Harris from the Center for Health Training. Without these wonderful folks, Outrage in Tacoma and Pullman would not have been a success.



As at last year's Outrage event, Selecky Awards were presented at this year's events to the youth, adult advisors and groups who made outstanding contributions to Washington's tobacco prevention and control movement during the past year. Award winners are listed near the end of this newsletter. The photos on this page are from the Pacific Lutheran University Outrage event.



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Save the date – “Teen Train the Trainer” in Seattle September 27-28

Just what you have been waiting for - DOH with the Center for Health Training (CHT) is sponsoring the 4th annual “Teen Train the Trainer” event in Seattle on September 27-28!

Teams of youth who participated in any of the 3 Outrage 2002 events are invited to conduct training sessions for their peers at the Yakima Prevention Summit, October 24-26! The teams selected will attend the September training in Seattle to get more detailed information about their topic area, develop their skills as presenters, and create the presentation they will make in Yakima!

Those of you with youth who attended a regional Outrage 2002 who might be interested in taking advantage of this opportunity, hold the September date and look for the applications that will be out by August 19th.

For further information, contact Carla Huyck at 360-236-3678 or carla.huyck@doh.wa.gov

Washington's program is among top ten in funding

Washington has been recognized in a recent report as one of a handful of states that has maintained a commitment to spending significant sums on tobacco prevention. The report titled “Show Us the Money” issued by the Campaign for Tobacco Free Kids, American Cancer Society, American Heart Association, and the American Lung Association, assesses the states’ use of tobacco settlement funding to support tobacco prevention programs.

The report ranks states by how close they come to providing the minimum amount of funding that the Centers for Disease Control and Prevention (CDC) recommends to provide an effective comprehensive tobacco prevention program. Thanks to the funding provided by its recent tobacco tax increase, Washington moved up in the rankings from 18th to 8th. Washington’s fiscal year 2003 tobacco prevention and control program budget of \$26.2 million is 78.7 percent of the \$33.3 million budget recommended by the CDC. The report does not take into consideration grant funding that Washington’s program receives from the American Legacy Foundation for youth empowerment or from the Centers for Disease Control and Prevention for work with priority populations.

Only four states fund anti-tobacco programs at the CDC recommended minimum level: Maine, Maryland, Minnesota, and Mississippi.

Washington has been able to maintain its commitment even though total spending by all states on tobacco control is expected to decline by 13 percent between fiscal year 2002 and fiscal year 2003.

You can read the press release and the full report at <http://www.tobaccofreekids.org/Script/DisplayPressRelease.php3?Display=523>

Regional meetings scheduled

Set aside October 2 to attend the fall Regional Contractors’ meeting in your area. The meetings will again feature a chance to hear what the statewide Tobacco Prevention and Control Program is working on, ask questions, and share information about local level activities in your region.

Further information will be provided in the September issue of this newsletter.

Health of Washington State available

Twice each decade Washington takes a statistical portrait of the health of its citizens and publishes it in a volume called *The Health of Washington State*. The 2002 edition of this report is now available to the general public. The report contains reports on over sixty topics ranging from risk factors to specific diseases such as lung cancer. Topics of interest to those working in tobacco prevention and control include "Tobacco Use and Exposure," "Indoor Air Quality," and others.

The report is in limited supply so the Department of Health prefers that people read it on its Web site at <http://www.doh.wa.gov/HWS/default.htm>

County Health departments received two printed copies apiece, as well as five searchable CD versions of the report, and ten executive summaries.

For further information contact Juliet VanEenwyk at (360) 236-4250 or email Juliet.VanEenwyk@doh.wa.gov

Healthy Youth Survey recruiting is a success

Congratulations to Educational Service District coordinators and other volunteers on this year's outstanding school recruitment for the Healthy Youth Survey! Your efforts produced the highest participation rate for a school-based youth risk behavior survey ever. You can view your area's survey participation status at <http://www.rmccorp.com/Project/hys02.html>

The 2002 Healthy Youth Survey will be administered October 7th through the 18th. The survey measures adolescent health behaviors and related risk and protective factors among 6th, 8th, 10th and 12th grade Washington youth. Results will be available to participating buildings, districts, counties and Educational Service Districts in mid-February 2003.

Department of Health programs, including the statewide tobacco prevention and control program, have planned the survey with the Office of Superintendent of Public Instruction (OSPI), DSHS Division of Alcohol and Substance Abuse (DASA), Office of Community Development (OCD), and other state agencies focused on prevention.

For further information, contact Julia Dilley at (360) 236-3632 or email Julia.Dilley@doh.wa.gov

Send us the link to your program Web site

If your program contracts with the Department of Health to provide tobacco prevention and control services and it has a Web site, we would like to include the link to your site in a listing on the department's tobacco control and prevention Web site. Send your link information to Larry Champine at Larry.Champine@doh.wa.gov

Wenatchee Denny's is a leader

Al Moen of Wenatchee has been around a long time and seen quite a bit in his 31 years as a restaurateur. One of the things he sees daily is the result of a major decision he made three years ago to make his Denny's franchise restaurant, at 1337 N Wenatchee Avenue in downtown Wenatchee, smoke free. This is a decision Al has no intention of going back on. "Since we made the change we have seen a change in customers to a more family and senior oriented clientele. Our customers are happier, our employees are happier and healthier, and I just like coming in here not smelling the smoke; besides, we'd lose business." A long time former smoker, Al took

the opportunity of a building remodel, to transition his business to a smoke free one. Store managers and servers both pushed for the decision. "We serve good food; it didn't make sense to ruin it with smoke." Despite a little opposition from some of the employees and customers, as well as concerns over losing business, the change has resulted in quite a list of positive changes: an increase in business, fewer sick hours from employees, reduced employee turnover, greater employee productivity, saved cleaning costs, reduced fire danger from ashtrays dumped into garbage and bus tubs, and positive support from customers. "We had the ceiling cleaned during the remodel 3 years ago and it's still like new!" When asked about how folks react to a smoke free Denny's, Al replies with a shrug, "Some of our old customers said we were taking a chance but it hasn't been an issue. People just go outside if they want to smoke. The old days when people would sit over coffee and cigarettes not spending money are gone." If you are interested in knowing more about second hand smoke activities in the Chelan-Douglas area, contact Kay Sparks at the Chelan-Douglas Health District at 509-886-6484.



American Legacy Foundation's "Circle of Friends" grants

The American Legacy Foundation is accepting applications for grant funds to reduce and prevent the toll tobacco takes on women and families in the United States. Through the Circle of Friends Small Grants Program, Legacy will award \$1 million in one-year, non-renewable grants up to \$50,000 each on a rolling basis starting July 1, 2002. There is no deadline for applications.

Legacy intends that the grants be used to:

- Engage organizations not traditionally involved in tobacco control
- Assist women in quitting smoking and staying smoke free;
- Help women ease the emotional hardship involved in smoking cessation;
- Help non-smokers to better understand the emotional and practical support the women they care about need to quit smoking; and
- Address the beliefs and concerns that encourage women to start smoking.

Legacy wants to fund organizations that can target women and are interested in playing a role in tobacco control. Non-profit organizations can partner with groups that are not non-profits, such as book club networks. To discuss ideas for engaging organizations new to tobacco control email grantsinfo@americanlegacy.org

For additional information about *Circle of Friends*, see www.americanlegacy.org. If you have questions after reviewing the guidelines, call Karen Martin or Jill Raymond at 202-454-5555. Please forward this announcement to organizations such as local, state, or national family or senior centers; health education and social service organizations; community and technical colleges; adult sports programs; and other community-based organizations.

Quit line banners and poster available

Due to popular demand, we now have banners and posters promoting the quit line for you.

Youth prevention banners and posters

Banners: 3' high, 6' wide with grommets so you can easily hang them. The picture is similar to the our billboards and the text reads, "Tobacco Smokes You," "OutrageAvenue.com," and "Washington State Department of Health." One per contractor, please.

Posters: 2' wide, just under 3' high. Features the always popular yellow teeth, woman on a respirator, blackened lungs, and tombstone. The text reads, "Tobacco Smokes You," "OutrageAvenue.com," and "Washington State Department of Health."

Quit Line Banners

3' high, 6' wide with grommets for easy hanging. The picture features the man with tape across his mouth. The text reads, "There are better ways to quit" along with the Tobacco Quit Line telephone number and Web site. One per contractor, please.

You can order these items by emailing tobaccoclearing@doh.wa.gov

Retail sales sticker in Spanish

To assist retailer education efforts with Spanish speaking retailers, the 7"x5" yellow warning sticker required at all points of sale for tobacco products is now available in Spanish. This sticker is available through normal ordering channels at the DOH warehouse.



In the news

NBA drops Lorillard like hot potato

After vocal opposition and creative action by the tobacco prevention community the National Basketball Association dropped Lorillard Tobacco Co. as a sponsor of its national "Hoop It Up" basketball tournaments.

<http://www.denverpost.com/Stories/0,1413,36%257E90%257E769069,00.html>

Heart Association lists secondhand smoke as risk factor for the first time

Now its official.

<http://www.washingtonpost.com/wp-dyn/articles/A8794-2002Jul15.html>

Senate seeks new curbs on tobacco advertising

Senators Kennedy, Durbin, and Dewine support original FDA recommendations.

<http://www.adage.com/news.cms?newsId=35454>

Cats with cancer

People who love their pets shouldn't smoke around them

http://story.news.yahoo.com/news?tmpl=story&u=/usatoday/20020730/en_usatoday/4316815

Wigand in Seattle Post-Intelligencer

Jeffrey Wigand, "the Insider" is misinformed about Washington tobacco program budget

http://seattlepi.nwsource.com/local/80662_wigand31.shtml

2002 Selecky Award winners

Youth category

Best senior contribution
Most involved
Most media visible
Up and coming leader
Most inspirational teen
Best mentor to kids

Winners

Patricia (PJ) Barret
Breanna Dupois
Megan Quann
Kayla Katsel
Chris Sullivan
Sarah Anaya



*Most media visible youth:
Megan Quann*

Youth Coalition/Group category

Most active youth coalition
Best logo

Breathe
Skagit Heat

Best local project

Students against
destructive decisions
team

Largest youth coalition
Best youth work with kids

SPARC (Smoking Prevention and Reduction Coalition)
Tacoma School District TATU Team

Event category

Best local event
Best state event
Most attended event
Most fun youth –driven
Most media-visible event
Best youth coalition even

Hey Kids Summer Day Camp
Bury the Butt
Battle of the Bands – Kick Butts Contest
Wilson and Stadium High Schools Prevention Teams
Battle of the Bands – Kick Butts Contest
Great American Smoke out youth rally

Supportive Adult category

Most effective college leader
Most supportive
Most inspirational

Sara Rinehart
Trixy Dorn
James Kissee